Digital Appointment Booking:

A Hidden Asset for Enhancing Branch Sales and Service

Today's retail banking executives must evolve their branch networks to meet the demands of increasingly tech-savvy customers, who often prefer to conduct service transactions digitally. Many institutions are seeking technology that can connect their branches with other channels for delivering service — and encouraging customers researching products online (when interest is at its peak) to have face-to-face, highly personalized interactions in the branch.

But getting consumers into the branch can be challenging. Customers want to choose when it's convenient for them to talk to a financial expert and easily schedule appointments at a location they select.

Digital appointment booking solutions can address this challenge by putting customers in control. The customer decides the **why** (What do I need help with today?), **when** (Which date and time fits my schedule?) and **where** (Which branch location is most convenient?). Using workforce management (WFM) solutions, branches can determine the **who** and schedule the employees with the right expertise to assist. Let's take a closer look.

Benefits of Digital Appointment Booking

Digital appointment booking can help financial institutions improve in two key areas:

1. Customer Satisfaction — Enabling customers to select the most convenient day, time, and branch location to meet presents an opportunity to deliver a highly personalized customer experience that can differentiate your brand. Results from a survey of more than 1,000 consumers by TimeTrade on customer experience and banking showed that 83 percent of banking consumers are "willing to bank on a weekday if offered a guaranteed time during the week." For millennials, this number jumped to 86 percent.*
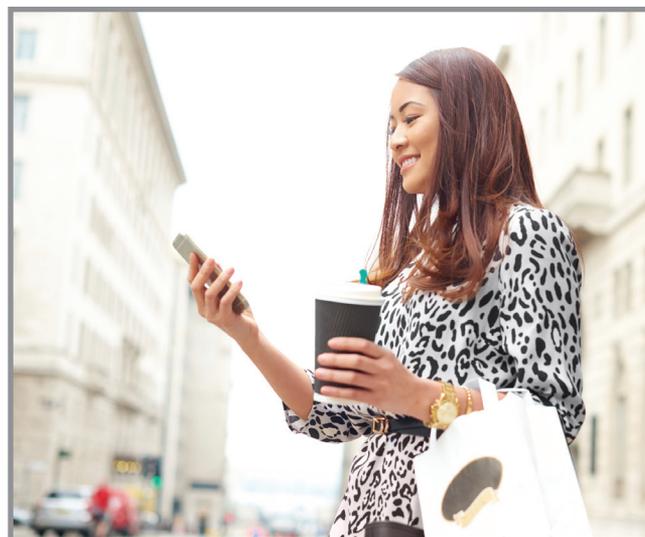
2. Sales Production — You can facilitate more successful sales conversations by assigning employees with the right skills to assist customers before they even walk in the door.

Challenges with Digital Appointment Booking

To help maximize every customer interaction in their branches and drive the best outcomes, organizations must ensure the right experts are available and prepared when customers arrive. Sales close rates can increase when customers are assisted by knowledgeable associates, and customers may even be more apt to make purchases when the associate is prepared to assist them.

* Sarah Wallace, TimeTrade, *State of Banking Report 2015.*

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How Technology Can Help

Balancing workload, staffing, and other resources across different functional areas can be critical for delivering effective customer service.

WFM solutions can enable branches to define and schedule the number of resources required to deliver quality service based on expected customer demand. Appointment booking solutions use this information to actually assign specific employees, factoring the appointments in with daily branch activities, demand, and planned outbound sales activities. This can enable branches to:

- Provide appointment booking with the appropriate employees for in-branch sales meetings, all scheduled at the customer's convenience.

- Develop a model for scheduling specific roles/activities based upon future needs.

- Help managers better understand and supervise sales activities in the branch.

Digital appointment booking and WFM are among a group of technologies identified by Senior Analyst Bob Meara of research and consulting firm Celent as "the missing link" — technologies that can help frontline employees with their personal interactions with customers, but are often overlooked in branch channel transformation.[†]

What Verint Offers

Verint® provides enterprise workforce management and appointment booking solutions to help organizations gain visibility into — and more effectively manage — the work performed, the activities of people who perform it, and the processes used to accomplish it. Our solutions provide a single view into all employees, including their respective skills, proficiencies, rank, and availability to handle workload.

You can leverage this information to quickly align your workforce with your workload and deliver a more consistent customer experience. By adding on the ability for digital appointment booking, you can enhance sales results and efficiency by enabling branch staff to prepare in advance and offer customers a high-quality customer experience every time they enter your doors. Contact Verint today to learn more.

[†] *Optimizing Face-to-Face Interactions: The Missing Link in Branch Channel Transformation.* July 2015. Bob Meara, Celent.

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